

WDAF - TV - Issue Ad Public File Checklist

1. American Future Fund
Name of Sponsoring Organization
 2. Accepted: ☒ Rejected: ☐ (mark one)
 3. Class of Time: RATE CARD
 4. 10/3 - 10/9
Flight dates and times
 5. R052 CARD
Rate charged
 6. HEALTHCARE
Description of Issue
 6. 4225 FLUER DR Des Moines IA 50321
Address of Sponsoring Organization
 7. www.americanfuturefund.com
Telephone Number of Sponsoring Organization Email Address
 8. ALLISON KLEIS TIZES
Sponsor's Officers/Directors/Executive Committee
 9.
Description of substantiation provided (if any)
 10. Proper Sponsorship Identification: Yes ☒ No ☐
- [Signature] 10/2
Name Date



WDAF-TV

ORDER

Print Date 10/02/12 Page 1 of 6

Flight Dates 10/03/12-10/09/12

Contract / Revision 580623 /

Original Date / Revision
10/02/12 10/02/12

Advertiser American Future Fund

Agency Media AdVentures

Buying Contact

8136 Old Keene Road
Suite A-300
Springfield, VA 22152Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
AMERICAN FUTURE FUND

Agency Com 15%

Billing Contact

8136 Old Keene Road
Suite A-300
Springfield, VA 22152

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 493

Alt Order # 09835192

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI POL

Product Codes PL2C

Priority 2

Advertiser Ref

Order Share 40% Market Value 168625

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	12%	20235
KCWE	%	0
KMBC	30%	50587
KMCI	%	0
KPXE	%	0
KSHB	18%	30352
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	53	\$57,332.50	\$67,450.00	0.00
Totals	53	\$57,332.50	\$67,450.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/09/12	53	\$57,332.50	\$67,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	4	10/03/12	10/03/12	M-F 6-7a 6-630a	CM-All	6-630a (6:00 AM-6:30 AM)	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX4 NEWS-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$1,000.00		0.00				
E 2	4	10/04/12	10/04/12	M-F 6-7a 6-630a	CM-All	6-630a (6:00 AM-6:30 AM)	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX4 NEWS-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---			1		\$1,000.00		0.00				
E 3	4	10/05/12	10/05/12	M-F 6-7a 6-630a	CM-All	6-630a (6:00 AM-6:30 AM)	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FOX4 NEWS-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	----F--			1		\$1,000.00		0.00				

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 14	4	10/08/12	10/08/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	M-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX4-MORNG SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----			1			\$825.00		0.00			
E 15	4	10/09/12	10/09/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX4-MORNG SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----			1			\$825.00		0.00			
E 16	4	10/06/12	10/06/12	Sa 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-----S-	:30	1	\$800.00	1	0.00	NM	1	\$800.00
FOX4 SAT AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-			1			\$800.00		0.00			
E 17	4	10/07/12	10/07/12	Su 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX4 SUN 8AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S			1			\$500.00		0.00			
E 18	4	10/07/12	10/07/12	FOX News Sunday FOX News Sunday	CM-All	9a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX NEWS SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S			1			\$500.00		0.00			
E 19	4	10/03/12	10/03/12	M-F 9-10a 9-930a	CM-All	9-930a (9:00 AM-9:30 AM)	--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX4 NEWS-9AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----			1			\$500.00		0.00			
E 20	4	10/04/12	10/04/12	M-F 9-10a 9-930a	CM-All	9-930a (9:00 AM-9:30 AM)	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX4 NEWS-9AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---			1			\$500.00		0.00			
E 21	4	10/05/12	10/05/12	M-F 9-10a 9-930a	CM-All	9-930a (9:00 AM-9:30 AM)	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX4 NEWS-9AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--			1			\$500.00		0.00			
E 22	4	10/08/12	10/08/12	M-F 9-10a 9-930a	CM-All	9-930a (9:00 AM-9:30 AM)	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX4 NEWS-9AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----			1			\$500.00		0.00			
E 23	4	10/09/12	10/09/12	M-F 9-10a 9-930a	CM-All	9-930a (9:00 AM-9:30 AM)	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX4 NEWS-9AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----			1			\$500.00		0.00			
E 24	4	10/03/12	10/03/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX4 NWS-NOON/FOX4 NW-12:30P															



WDAF-TV

Print Date: 10/02/12

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Contract / Revision **580623** Flight Dates **10/03/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/02/12/ 10/02/12

Order Sep 00:15:00

Advertiser **American Future Fund**

Product **AMERICAN FUTURE FUND** Estimate # **493**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 24	4	10/03/12	10/03/12	M-F 12p-1p M-F 12-1p FOX4 NWS-NOON/FOX4 NW-12:30P	CM-All	12-1p	--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----					1	\$500.00		0.00			
E 25	4	10/04/12	10/04/12	M-F 12p-1p M-F 12-1p FOX4 NWS-NOON/FOX4 NW-12:30P	CM-All	12-1p	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---					1	\$500.00		0.00			
E 26	4	10/05/12	10/05/12	M-F 12p-1p M-F 12-1p FOX4 NWS-NOON/FOX4 NW-12:30P	CM-All	12-1p	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					1	\$500.00		0.00			
E 27	4	10/08/12	10/08/12	M-F 12p-1p M-F 12-1p FOX4 NWS-NOON/FOX4 NW-12:30P	CM-All	12-1p	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----					1	\$500.00		0.00			
E 28	4	10/09/12	10/09/12	M-F 12p-1p M-F 12-1p FOX4 NWS-NOON/FOX4 NW-12:30P	CM-All	12-1p	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----					1	\$500.00		0.00			
E 29	4	10/05/12	10/05/12	M-F 5-6p 530-6p FOX4 NEWS-5PM	CM-All	530-6p (5:30 PM-6:00 PM)	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					1	\$1,000.00		0.00			
E 30	4	10/08/12	10/08/12	M-F 5-6p 530-6p FOX4 NEWS-5PM	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----					1	\$1,000.00		0.00			
E 31	4	10/04/12	10/04/12	M-F 630-7p M-F 630-7p WHEEL FORTUNE	CM-All	630-7p	---T---	:30	1	\$3,500.00	1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---					1	\$3,500.00		0.00			
E 32	4	10/05/12	10/05/12	M-F 630-7p M-F 630-7p WHEEL FORTUNE	CM-All	630-7p (6:30 PM-7:00 PM)	----F--	:30	1	\$3,500.00	1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					1	\$3,500.00		0.00			
E 33	4	10/08/12	10/08/12	M-F 630-7p M-F 630-7p WHEEL FORTUNE	CM-All	630-7p	M-----	:30	1	\$3,500.00	1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----					1	\$3,500.00		0.00			
E 34	4	10/09/12	10/09/12	M-F 630-7p M-F 630-7p WHEEL FORTUNE	CM-All	630-7p	-T-----	:30	1	\$3,500.00	1	0.00	NM	1	\$3,500.00

